



**Special  
Olympics**  
Iowa

## Strategic Plan

### Committee Priorities for 2016



*Revealing the champion in all of us.*



## Process Reminder from 2015

- *Committees met to generate ideas for greater engagement/involvement*
- *Ideas generated were discussed by a group consisting of all committee chairs*
- *Two main goals were identified in that meeting*
- *Additional "Board Associates" were identified to help the committees toward their goals*

## **Ideas Generated – Fall 2015**

- 1. Increase participation opportunities including athletic, unified sports and healthy athletes.**
- 2. Expand the healthy athlete program to all large state championships and expand Med Fest events to various locations throughout the state.**

## **Other Committee Ideas – Fall 2015**

- Finance and Human Resources
  - Add HR responsibilities to the Finance Committee
  - Develop an executive summary financial report for the Board to accompany the detail – goal to make the financials easier to understand

## Other Committee Ideas – Fall 2015

- Governance and Board Development
  - By-law revisions
  - Board election process and appointment of Board Associate membership

## SOIA Strategic Plan 2014-18

- We also want to re-visit our Strategic Plan that was set forth in 2014 (A copy has been provided to you for this meeting)
- A lot has changed since that time, but we don't want to lose sight of that Plan
- It is KEY that we have a secure foundation upon which to grow SOIA

Special Olympics Iowa Summarized  
Strategic Priorities

## Athlete Experience

### Advance Quality Sports & Competitions

- Enhance competition opportunities at the local level
- Focus on consistent standards and rule application at all levels

### Build Communities

- Expand Unified Sports
- Target program penetration as area of growth and expansion
- Utilize sports to leverage partnerships, grow athlete and volunteer base, and enhance public awareness of SOIA

### Connect Fans & Funds

- Build a comprehensive fundraising program
- Leverage LETR into local and area fundraising opportunities
- Develop innovative, fundraising events that connect with new audiences

### Develop Movement Leadership

- Define current roles of leadership team
- Develop staffing plan that reflects vision and priorities of organization
- Encourage excellence through advanced education and training

### Establish Sustainable Capabilities

- Infrastructure Assessment
- Review current data management
- Develop and implement inclusive Volunteer Management System

## Special Olympics Foundation: Mission, Values and Model of Change

## Additional Carry-Over Ideas

- Support of new management
  - How can we help stabilize SOIA
  - How can we help the VP-Programming
  - How can we help the VP-Development
- Board reporting of volunteer hours, etc

## Today's Brainstorming Session

- Discuss ideas from last fall and Strat Plan
- Are those still our goals?
- What new goals do we have?
- What information can we provide at the Retreat to help move these ideas forward?

## Next Steps

- Take the Goals we agreed upon for 2016
- Expand on those at the Retreat on March 1
- Set specific goals for each committee at the Retreat
- Determine how to measure our results/success